

Regarding the proposal to limit the delivery of localized content via satellite radio, I strongly and respectfully urge the FCC to reject the NAB's petition 04-160. If concern for the public being served, by all parties involved I might add, ever enters into this issue, one must consider the fact that the acceptance and desire for satellite radio programming is able to exist primarily due to an absence of suitable programming from the existing industry. It should also be considered that "local" radio in many areas, such as the area in which I live, has become little more than "piped in programming" syndicated across the country, and the availability of local information such as traffic and weather as well other subjects is often less than readily available. The truth of the matter is the entire issue can and will be decided, if left alone, by market viability. It costs money to provide any programming whether satellite or traditional, informational or entertaining and if the market (the people) do not want or need it, no industry will be willing to sustain a losing enterprise. I do believe the government can help in some cases by protecting important and vulnerable industries for a short while until such time as they are able to exist on their own, but I do not believe the government should protect an industry unwilling to change as needed to fulfill its purpose when other willing, acceptable, and viable alternatives exist. Again I respectfully ask the FCC to to reject the NAB's petition 04-160.

Sincerely,

-Asa Ulrey